

Web Design Process



Designing a website is
more than just Photoshop
and code.



Creating mockups and building the site are actually some of the final steps of creating a website.



Web Design Process

- Discovery
- Conducting a Formal Content Audit
- Information Architecture
- Design
- Production
- Launch



Discovery

During the discovery process
you work with
the client to find out what
the goals of the website are.



Discovery

- What's the point of the website?
- Who is the audience?
- What does the audience want?
- Competitive research
What are other sites doing?
How can this site be better or different



Discovery

The discovery process varies depending on the size and scope of your organization, and also the client's organization and may result in a formalized strategy document.



Alumnet Strategy Document

Overview

Purpose

Alumnet is a web portal, which provides free access to information and services to Simmons alumnae/i. The aim of Alumnet is to create an active and engaged online community, who continue to stay current with the College's mission, goals, and achievements and who, in turn, understand and internalize its ongoing need to seek their financial support.

Background

The existing Alumnet website was designed in 2003 by the Simmons web team. Simmons engaged Harris Connect (Harris Publishing at the time) to provide technical infrastructure and site hosting in order to deliver both static and dynamic database-driven portions of the site. At the time, it was believed that efficiencies could be gained by hosting the entirety of the site with Harris.

In practice, Harris does not provide an efficient means of updating content on the site, and did not properly build out the site to the web team's original design or coding specifications. As a result, Simmons has been frustrated that the site is not as capable a communications vehicle as it should be.

Proposed Model

The current thinking at Simmons is to bring all static web pages in-house, to be hosted at Simmons

Step 2: Content Audit



Step 2: Content Audit

- What content do you have?
 - Text
 - Images
 - Other media (branding, design guidelines, logos, movies, etc.)



Content Audit

- What content do you need?
 - Is there already a branding strategy in place?
 - Are there logos for the site?
 - Is there content to fill the site?



Content Audit



Establish who is going to provide or create the missing content for the site

Step 3: Information Architecture



Information Architecture

- Create a site map
- Site maps give us visual structure of the site as a whole
- They also show us how the pages will connect to one another



Information Architecture

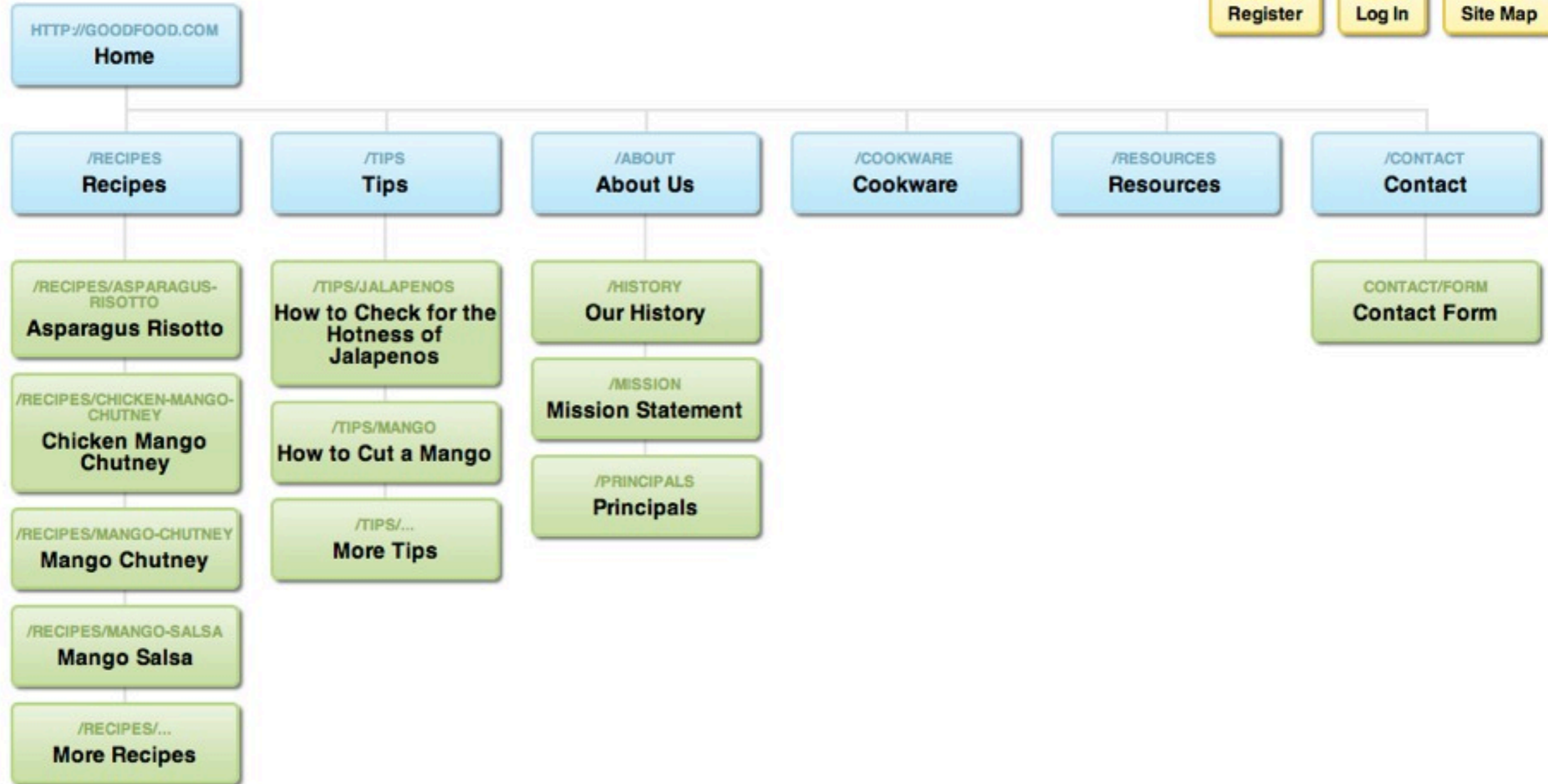
Site maps can be very simple for small or medium size sites.

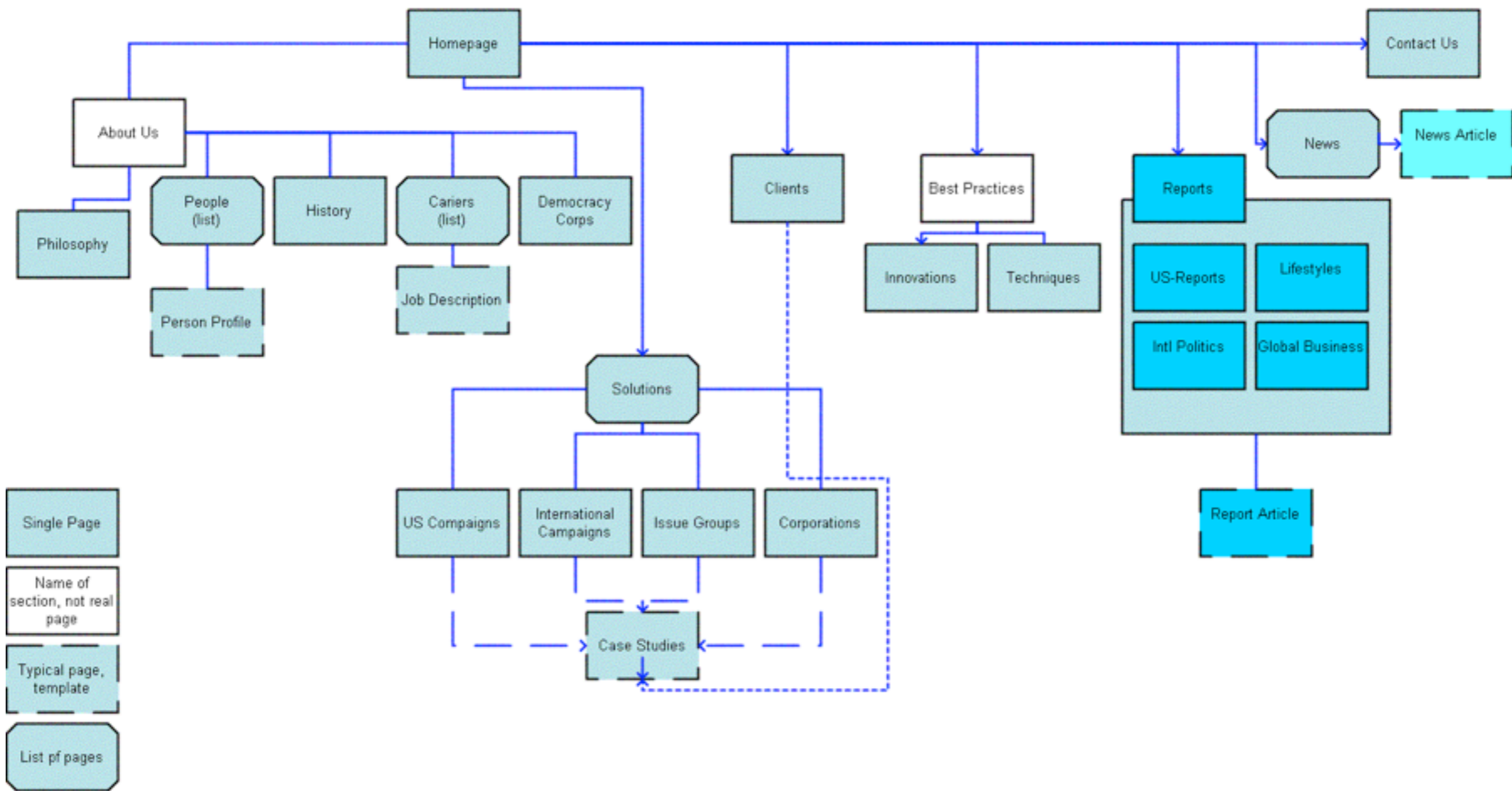


GOOD FOOD

Preliminary Site Map — Version 1.0

[/REGISTER
Register](#) [/LOGIN
Log In](#) [/SITEMAP
Site Map](#)





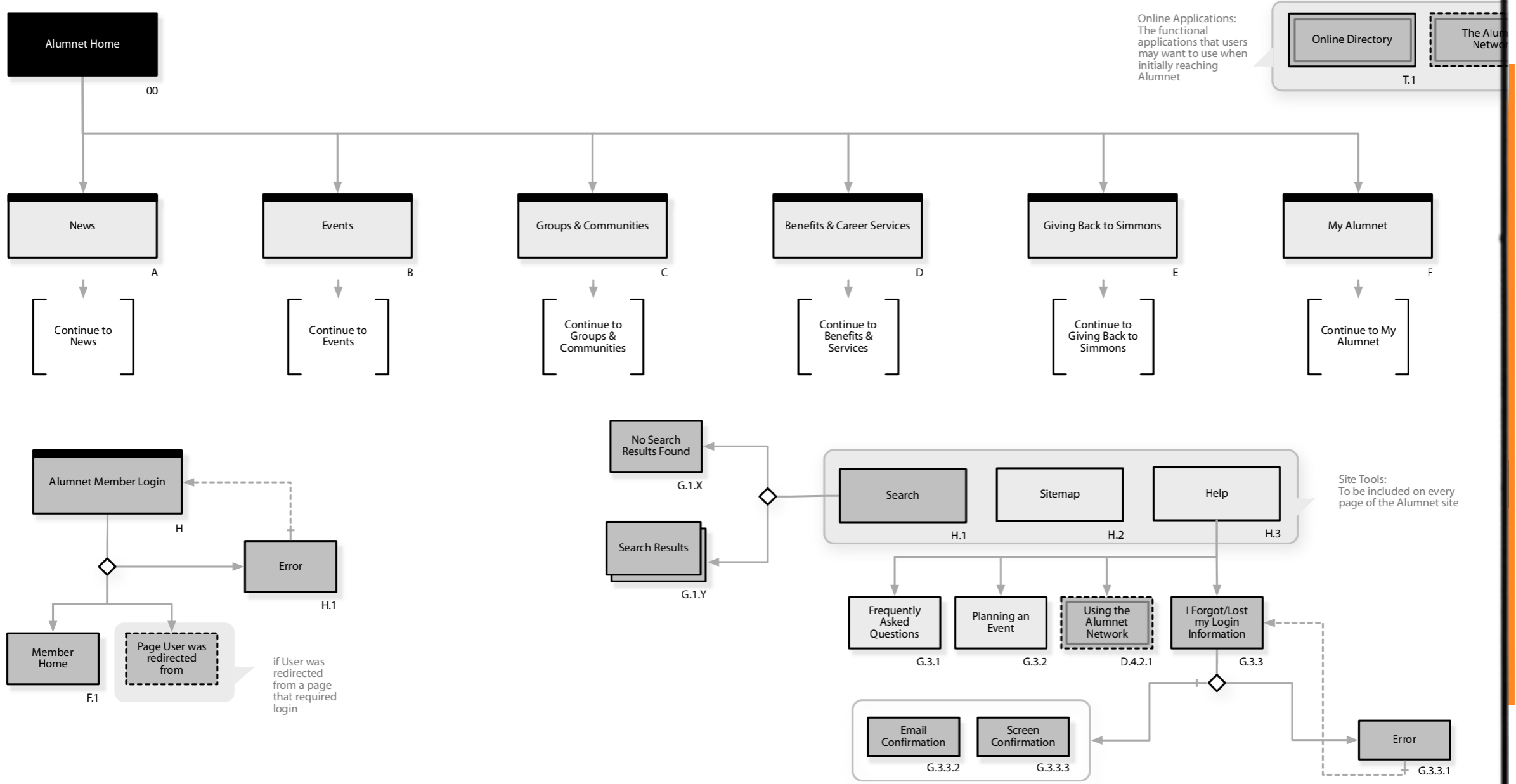
Information Architecture

Or they can be complex multi-page documents for larger sites



Alumnet Proposed Information Architecture - Round 1

Client : Simmons Advancement & Advancement Communications



Blueprint Key



Information Architecture

The result of the Site Map and Content Audit will tell give us a very good idea of the website.



Information Architecture

Create a wireframe:

- Helps both you and the client to visualize the structure of individual section
- Helps to figure out where all the elements go



Information Architecture

What's the point of a wireframe?

Both you and the client will have a formalized understanding of the *structure* and *content* of each page.



Helps shape the site without getting bogged down in what the final pages will *look like*.

Information Architecture

- Wireframes can be informal sketches or fully fledged documents



Logó

Domain regisztráció, tárhely

Webadomány bejövő

azonosító | jelszó | OK

Domain regisztráció | Tárhely | Társuljon velünk | Domain Zóna | Kapcsolat

Domain Zóna hivatalos.hu domain regisztrátor Tel: 22/769 101

Tárhely csomagok

Domain ellenőrzés
.hu 2.400 Ft/év

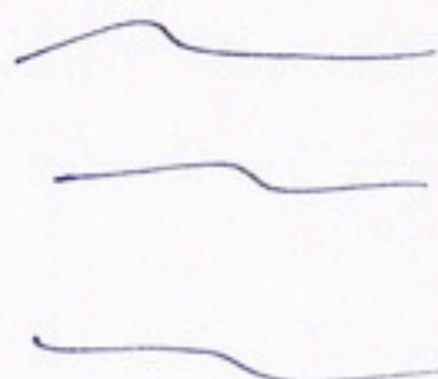
Home Tárhely



325

Regisztráció

Smart Tárhely



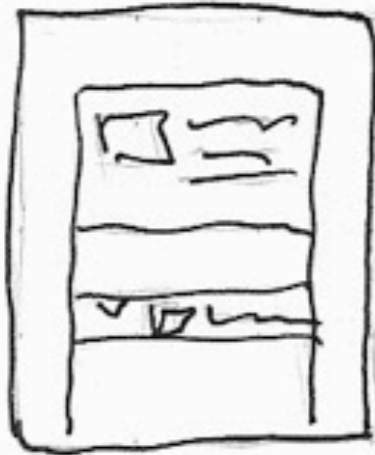
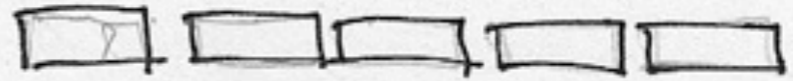
325

regisztráció

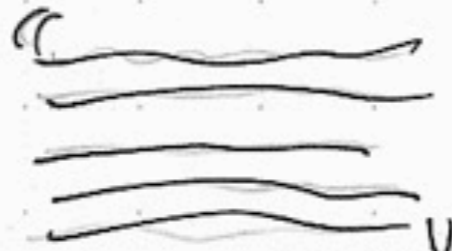


0,05

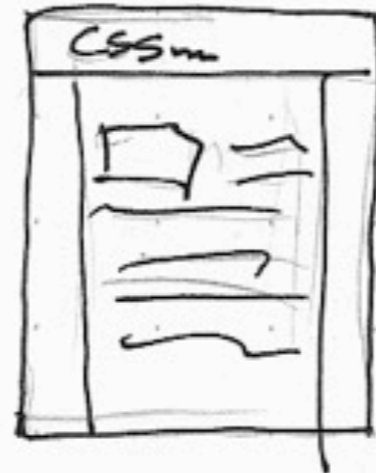
we



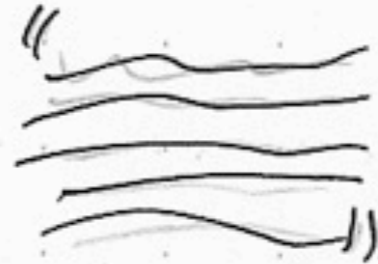
Styleboost



REF: 2950



CSS MANIA



REF: 2450



Webdesign



LOG OF d

Animated graphic

Messages:

Progress Report - Your next progress report will be due August 14th.

Classification report

How to get started - this provides an overview of the system and instructions for new users.

Status Report - this gives you a quick glance at the work you have completed and the work you need to complete.

Page Details

1. We are proposing that the main navigation roll down menus be removed. This is in response to the comments that the system seems disjointed and that the modules and sections seem "silo like."

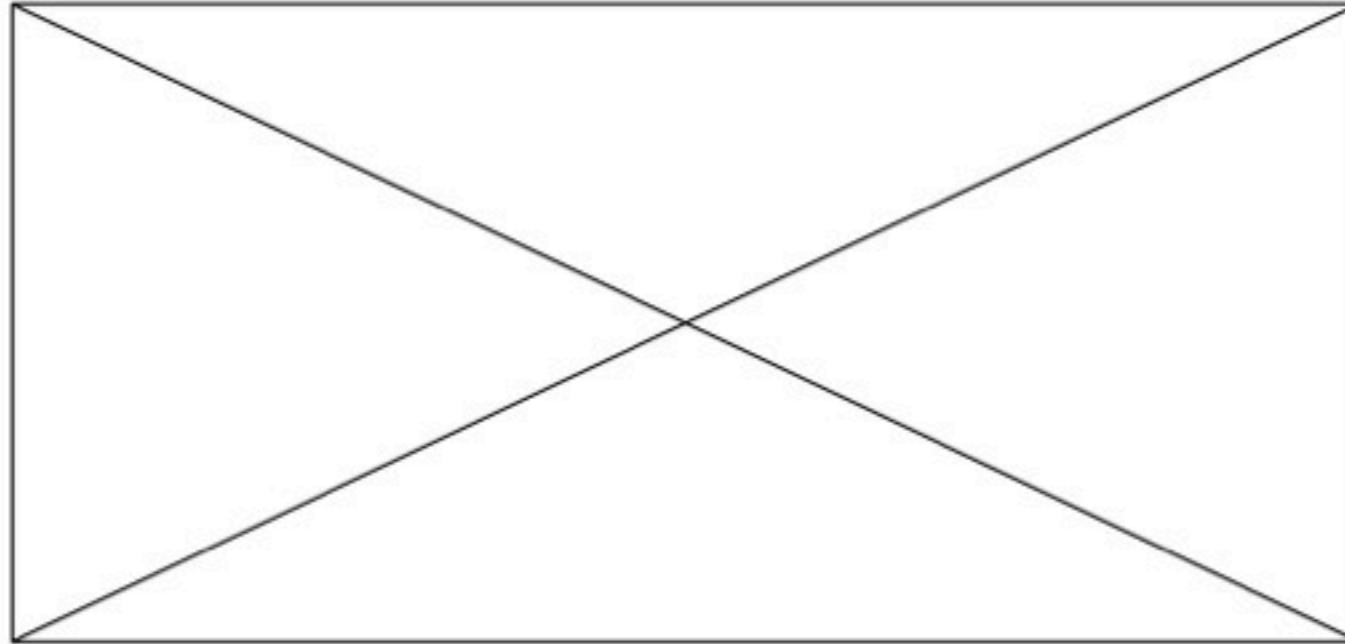
The main navigation links will now take the user to the module landing pages 1,2,3, etc. This will help to reinforce the relationship between the modules and sub sections.

Logo

Adolescent and Child Targets (ACT)
for Health Foundation, Inc.

Search

[about](#) [health goals](#) [projects](#) [resources](#) [contact us](#)



Too many Americans suffer the daily effects of diabetes, asthma and obesity. Perhaps the greatest tragedy is the increasing toll all three of these afflictions are taking on our children.

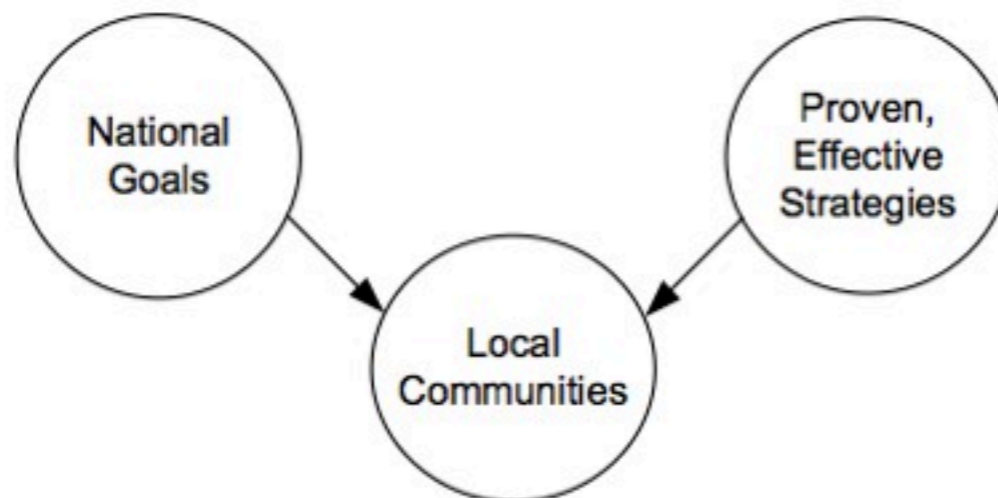
Tommy Thompson, Secretary of Health and Human Services

Achieving the vision of "Healthy People in Healthy Communities" represents an opportunity for individuals to make healthy lifestyle choices for themselves and their families.

*Donna E. Shalala
Former Secretary of Health and Human Services*

ACT for Health serves those in local communities responsible for improving child and adolescent health and well-being by providing essential information and facilitating cooperative action. [More Information](#)

A National & International Model



ACT for Health, Adolescent and Child Targets for Health Foundation, Inc., is an educational and charitable non-profit, non-governmental agency, tax exempt under Section 501(c)3 of the Internal Revenue Code.

Information Architecture

No matter how fancy the wireframes are the point is always to show the *structure* of the page, not the actual design



Information Architecture

Site map – Gives us the structure and scope of the entire website



Wireframe – Gives us the structure and content of individual sections and pages

Step 4: Design

Before diving into the design of the website, it's best to think of the overall design scheme



Step 4: Design

- What will your site look like?
- What colors will you use?
- What will be the overall feel of the site



Design

Create a Mood Board:

- The mood board gives us an idea of the design scheme of the site



Design: Mood Board

- colors
- textures and patterns
- fonts
- images
- possibly examples of similar

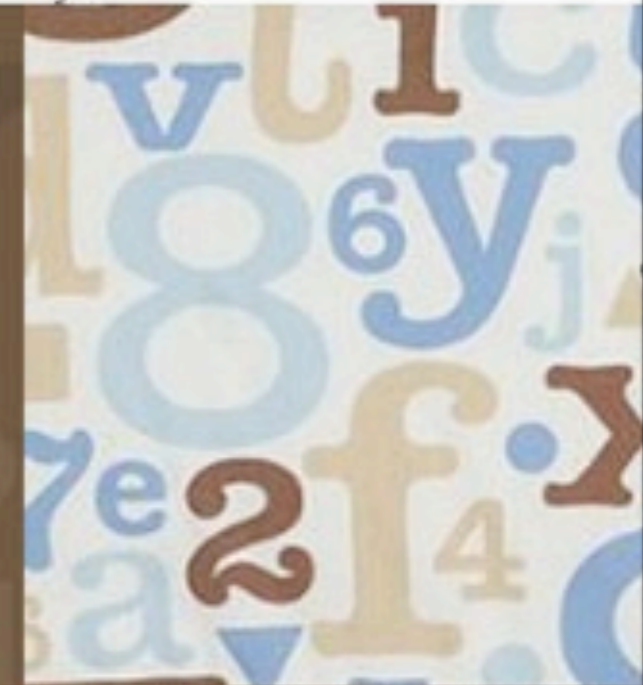




soft



Take the full tour.



Create your *free* wedding website

handmade



baby



SEARCH

ACTION BUTTON

sweet

Sample Color Palette



Sample Patterns & Textures



Sample Photography & Illustrations



Sample Typography

Help for today, hope for tomorrow!

Font: BlackJack Regular

National Breast Cancer Foundation

Font: Century Gothic Regular

Designer Notes:

This concept uses a vibrant natural color palette ranging from deep rose and pink values to bright shades of green and tan. The use of these natural tones is intended to promote a feeling of health and well being in as well as to compliment the current branding.

Rich, vibrant photography with a focus on family and community coupled with natural patterns and shapes would add a contemporary feel to the overall design.

Fonts were chosen to keep the overall feeling of the design comfortable and informal. San serif fonts were specifically chosen for page content as they are generally easier to read.

Other Design Elements



RESOURCES

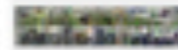
SFAC's social media connections

August 31st, 2009 | Comments Off

Tate Modern Current Exhibitions

Past | Current | Future

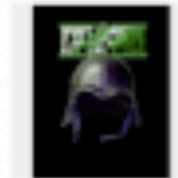
Tate Britain | Tate Modern | Tate Liverpool | Tate St Ives | Galleries



Restaurant Commission: James Aldridge
Cold Mouth Prayer
18 August 2007 – 30 June 2011



The Unilever Series: Miroslaw Balka
13 October 2009 – 5 April 2010



Level 2 Gallery: Michael Rakowitz
22 January – 3 May 2010

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delivered to your RSS oven



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grain widget

Get connected

twitter

We took our cue from illustration from
Central Illustration Agency's Chris
Brown for Carhacola's

Banksy's Cinema



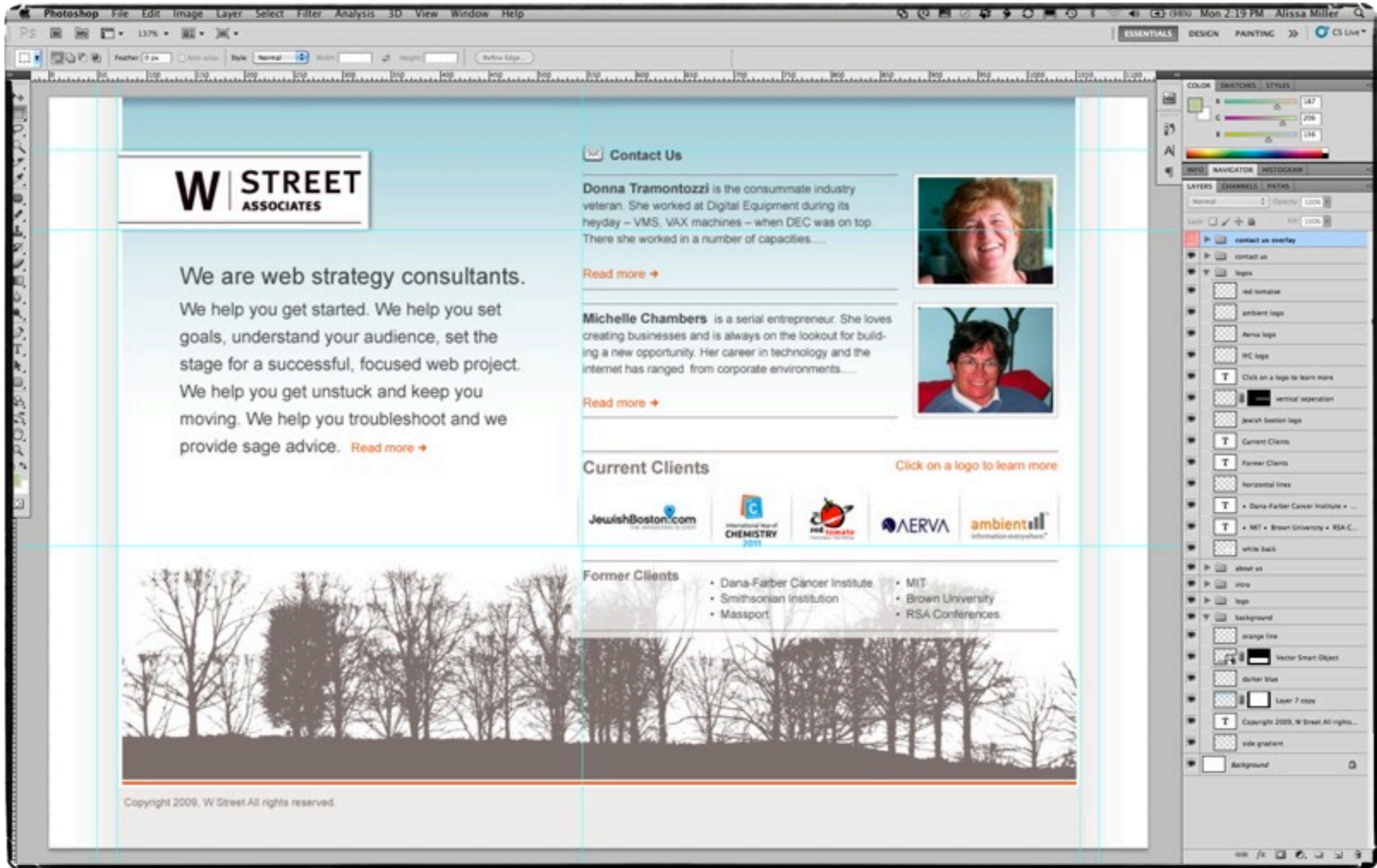
'The Lambeth Palace' is London's
"newest, darkest and dirtiest purpose
built cinema"... the temporary space set
up by street art legend Banksy is showing
his new film until March 4th, there's only
a very few tickets left, so if you're in town
between now and then, we suggest
booking them right now--

Design

Create your site in Photoshop:

- Focus on the details
- Don't get bogged down in code





W STREET ASSOCIATES

We are web strategy consultants. We help you get started. We help you set goals, understand your audience, set the stage for a successful, focused web project. We help you get unstuck and keep you moving. We help you troubleshoot and we provide sage advice. [Read more](#) →

Contact Us

Donna Tramontozzi is the consummate industry veteran. She worked at Digital Equipment during its heyday – VMS, VAX machines – when DEC was on top. There she worked in a number of capacities.....



[Read more](#) →

Michelle Chambers is a serial entrepreneur. She loves creating businesses and is always on the lookout for building a new opportunity. Her career in technology and the internet has ranged from corporate environments.....



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Current Clients

[Click on a logo to learn more](#)



Former Clients

- Dana-Farber Cancer Institute
- Smithsonian Institution
- Massport
- MIT
- Brown University
- RSA Conferences



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Step 5: Production



Step 5: Production

Code the site

- XHTML and CSS
- Use design images from Photoshop mockup
- LAUNCH!! (Upload and test!!)

